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FOR IMMEDIATE RELEASE

Model Britain Announces the Establishment of Its New Advisory Board - 20 February 2026

Model Britain has formally transitioned from concept to structured delivery with the convening of its inaugural Advisory Board. This milestone establishes the governance framework for a project set to become one of the UK's most ambitious cultural and educational attractions.

Model Britain's vision is to Explore, Imagine, Inspire. The project will be a large-scale, permanent indoor miniature attraction celebrating British history, innovation, and landscapes. Developed at substantial national scale, it is designed to operate at significant visitor capacity and to offer an immersive experience that blends excitement with deep educational value for children and adults alike.

The attraction will include a structured education programme aligned to national curriculum themes, supporting history, geography, design and technology, and STEM learning for school groups nationwide. The project enters development at a time of renewed national focus on the UK's experience economy and regional tourism growth, positioning Model Britain to contribute meaningfully to both cultural and economic priorities.

An Advisory Board with National-Level Expertise

Model Britain's Advisory Board brings together senior leaders who have shaped some of the UK's most significant visitor destinations, global brands, and cultural institutions:

Gary McCauley – Founder and CEO: Originator of the Model Britain concept, leading the project from initial design through to structured national delivery.

Peter Moore OBE – Chair: Former Managing Director of Center Parcs UK and Director of Marketing and Repositioning at Alton Towers. Awarded an OBE for services to tourism and former Board Member of VisitEngland.

Martin Grieve – Financial Oversight: Former senior finance executive at Unilever and Reckitt, with national and global divisional CFO experience and corporate finance leadership expertise across capital allocation, investment strategy, and governance.

John F. D. Hoy FRICS – Heritage & Destination Strategy: Former Chief Executive of Blenheim Palace and Castle Howard, current Chair of Silverstone Museum, former VisitEngland Board Member, and Fellow of the Royal Institution of Chartered Surveyors.

Media:











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Mark Jones – Visitor Operations: Former UK Operations Director at Center Parcs and Operations Director at the Eden Project, with extensive experience managing large-scale, highvolume visitor attractions.

Alex Mawer – Marketing & Brand Strategy: Marketing & Brand Strategy: Former Global Marketing Director at the LEGO Group with oversight of LEGOLAND attractions, former Marketing Director of VisitEngland and current Board Member of the Wildfowl & Wetlands Trust (WWT).

Simon Kohler – Models & Hobbies: Former Marketing & Development Director at Hornby Hobbies, instrumental in revitalising iconic British brands including Hornby Railways, Scalextric, and Airfix.

Together, the Advisory Board provides strategic oversight across governance, finance, operations, brand, tourism attractions, heritage, and sector engagement.

Leadership Commentary

Peter Moore OBE, Chair of Model Britain, said:

“Model Britain represents a rare opportunity to create a national institution that blends heritage, education, and innovation. Establishing strong governance at this stage ensures the project is developed with the rigour, integrity, and long-term ambition required for an attraction of this scale.”

Gary McCauley, Founder and CEO, added:

“This milestone marks the transition from long-held vision to disciplined delivery. With the experience of the Advisory Board now formally guiding the project, we are ensuring that each stage of development is approached with clarity, realism, and strong governance.”

Looking Ahead

The project team is currently assessing a number of strategically significant UK locations with strong infrastructure and national connectivity. Model Britain is also actively engaging with strategic partners across the technology, heritage, travel, and education sectors who share a vision for celebrating British innovation at scale. A formal opening timeline will be confirmed following site acquisition and planning approval.

Notes to Editors

About Model Britain

Model Britain is a pioneering national project dedicated to creating a world-class, large-scale indoor miniature attraction. By blending traditional craftsmanship with cutting-edge technology, it aims to showcase the UK’s rich history, diverse landscapes, and spirit of innovation. The project is designed to serve families, schools, tourists, and international

visitors.

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